

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 10/11/2016	(3) CONTACT/PHONE Whitney Szentesi, 805-788-2778	
(4) SUBJECT Request to receive and file a presentation on the updated seal, new logo and new color palette for the County of San Luis Obispo. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board of Supervisors receive and file a presentation on the updated seal, new logo and new color palette for the County of San Luis Obispo. A resolution to adopt these design assets along with a new policy regarding use of these design assets will be brought back to the Board at a later date.			
(6) FUNDING SOURCE(S)	(7) CURRENT YEAR FINANCIAL IMPACT \$4,526.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT { } Consent { } Presentation { } Hearing (Time Est. ____) {X} Board Business (Time Est. <u>30</u>)			
(11) EXECUTED DOCUMENTS { } Resolutions { } Contracts { } Ordinances {X} N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: { } 4/5 Vote Required {X} N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY {X} N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Administrative Office / Whitney Szentesi, 805-788-2778

DATE: 10/11/2016

SUBJECT: Request to receive and file a presentation on the updated seal, new logo and new color palette for the County of San Luis Obispo. All Districts.

RECOMMENDATION

It is recommended that the Board of Supervisors receive and file a presentation on the updated seal, new logo and new color palette for the County of San Luis Obispo. A resolution to adopt these design assets, along with a new policy regarding use of the assets, will be brought back at a later date.

DISCUSSION

The Administrative Office has worked for several months with elected officials, County staff and members of the public to design a new logo and update the official County seal in an effort to unify the County's identity as a single local government agency. If the Board directs staff to continue with the updated design assets, the Administrative Office will return to the Board with a resolution to adopt the design assets, identity standards manual and policy that will outline the proper and improper use of the design assets. The new marks will not be used until after the identity standards manual is adopted by your Board. Eventually, the marks will be applied to all County communications and outreach materials, across all departments, to create a consistent representation of the County.

The County of San Luis Obispo has used a seal as its logo for 43 years and, while it symbolizes the history of San Luis Obispo County as a place, it has been used inconsistently throughout the years to identify the County as a single government agency. The original seal, which was adopted in 1883, was not designed to identify the County. Rather, it was designed to depict the historical significance of the region of San Luis Obispo County and represent the authority of the Board of Supervisors.

In 1973, the Board adopted a new, two-toned gold and black design as the official seal and emblem and ordered it placed on all County vehicles.

Over the years, the seal has been used inconsistently as a logo by County departments and elected officials. In some cases, County departments use the adopted gold and black seal as a logo, while others have used different colored variations of it as a logo. As technology evolved and modifications to the seal were more easily made by individuals, the seal lost its intended consistency. At the same time, many departments have developed and established their own logos to identify themselves, all of which use different colors, shapes, designs and names for the organization. In total, the County has more than 15 graphics used to visually identify itself. This leads to confusion about what the County is and does, and can also lead the public to believe that some departments are entirely separate from the County.

This situation is exacerbated because some of the color palettes chosen by departments more closely align with the colors on the seal/logo for the City of San Luis Obispo; leading many to believe that the City, not the County, is providing a particular service.

In an effort to visually unite all County departments and services, as well as create a standardized way for departments to identify the County as an organization, the Administrative Office set out to understand why such division has occurred.

While the County has attempted to standardize certain aspects of how it is being identified, there have never been clear standards created for all County materials, equipment, vehicles and media. This has led to the use of several unapproved color variations of the County seal, as well as the creation and use of unapproved identifying marks that are not the seal.

To understand if the County needed a new seal, an updated seal, or a new logo, the Administrative Office began by facilitating several focus groups made up of County employees. While the focus group participants all seemed to respect the seal for its authoritative and historical qualities, many said it was too complicated and “busy” to be used as a logo. This, perhaps, is why so many departments have created their own, more simplistic logos to visually identify themselves.

After gathering and analyzing input from the focus groups, the Administrative Office set out to commission the design of different logo variations, with the understanding that the County would still use the seal for specific, official purposes.

Several design concepts for both the seal and the logo were presented to County staff, elected officials and members of the public. After numerous iterations, the designs were eventually narrowed down to the two final designs in Attachment A.

If approved, the primary identity mark for the County of San Luis Obispo will be the updated official seal, which consists of the outer band containing the County name and tagline, full-color illustrations that depict the historical significance of the region, and the County-shaped mark in the center. In the 1973 adopted seal, the tagline was too small to see. Now it has a prominent place and can be easily read.

It is recommended that the seal be used in all formal, ceremonial and/or official contexts that relate specifically to the Board of Supervisors and official County business or correspondence. The popular mark, on the other hand, will represent the County in informal, everyday communications and in internal County communications. As such, it will become the primary point of visual contact for the general public with respect to the County’s identity. The popular mark is navy blue and white, colors that convey authority, intelligence and stability. Like black, navy carries a sense of elegance and sophistication, but with less intimidation. The popular mark is comprised of a County-shaped mark with the *County of San Luis Obispo* name in the center.

A phased roll-out of the new marks is recommended to lessen the impact on staff and keep associated costs low. If the Board approves the standards manual and policy regarding use of the design assets as an upcoming consent agenda item, County staff will be directed to replace all materials using new templates as current stock is depleted. All old logos and materials will likely be completely phased out by the end of FY 2018-19, including signage required for ADA compliance purposes as well as way-finding purposes.

While this means that the change won’t happen overnight, it will ensure minimal financial impact to the County other than what departments would have incurred as they replenished the stock of materials and signage already in use. In FY 2014-15, the County spent a total of about \$660,000 on commercial printing services for outreach materials such as direct mail, flyers, posters, brochures, business cards, letterhead and more. Staff would be directed to replace these materials as they are depleted, the cost of which should already be built into their status quo budgets. Any additional costs would need to be absorbed by any departmental savings.

However, staff recommends affixing the popular mark to all vehicles in the current fiscal year. The majority of County vehicles are less than five years old, which means it would take anywhere from 15 to 20 years to add the new decals to the entire fleet as vehicles are replaced.

Instead, staff recommends affixing the new decals to vehicles as they are serviced every four months. As such, County Fleet Services will remove all old decals and install new ones at no extra cost to most departments. The only departments that may incur some costs are those departments that have their own vehicle/asset list (not included in the general County Fleet asset list). In FY 2016-17, the cost to print the decals needed to rebrand the majority of County vehicles is estimated at about \$3,526. Then, in FY 2016-17, the cost to rebrand the remaining vehicles is estimated at about \$1,000, with an estimated cost of \$100 per year associated with branding any new vehicles. These costs will be absorbed by the Fleet Services FY 2016-17 Budget, while ongoing costs will be built into the following years’ budgets.

Fiscal Year	Item	Estimated Cost
2016-17	Rebrand 85% of vehicles	\$3,526 (for about 1,000 vehicles)
2017-18	Rebrand remaining vehicles	\$1,000 (for all remaining vehicles)

Ongoing	Vehicle branding costs	\$100 per year
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OTHER AGENCY INVOLVEMENT/IMPACT

All County departments were consulted in the development of the County brand identity.

FINANCIAL CONSIDERATIONS

There are no financial implications with receiving and filing this presentation.

RESULTS

Updating the County's design assets will help the County maintain a unified, consistent, and professional image that will ultimately help increase public awareness of County services and programs. The goal is to make it easier for the County's constituency to identify the organization.

ATTACHMENTS

1. Attachment A